



WXYZ

ORDER

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Flight Dates 10/15/12-10/21/12

<u>Contract / Revision</u>	314322	/	DIBC2 Detroit Int Bridge Co 2012	<u>Alt Order #</u>			
<u>Original Date / Revision</u>	10/09/12	10/10/12	<u>Agency Com</u> 15% <u>Billing Contact</u>	<u>Billing Type</u>	Cash		
				<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	The People Should Decide C		814 King Street - Suite 400 Alexandria, VA 22314-3039	<u>Billing Cycle</u>	EOM/EOC		
				<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	Smart Media Group			<u>Demographic</u>	A25-54		
<u>Buying Contact</u>			<u>Sales Office</u> EWSDC	<u>Rev Codes</u>	POL	<u>POL</u>	ISS Ballot
814 King Street - Suite 400 Alexandria, VA 22314-3039			<u>Sales Region</u> NAT	<u>Product Codes</u>	PL		
			<u>Agency Ref</u>	<u>Priority</u>	P-1		
				<u>Advertiser Ref</u>			

Primary Account Executive

www.yourteam.com
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 25% Market Value 128400

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	32100
WDWB	%	0
WJBK	25%	32100
WKBD	13%	16692
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	12%	15408

Order Totals					Billing Plan				
Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	35	\$27,285.00	\$32,100.00	0.00	10/01/12	10/21/12	35	\$27,285.00	\$32,100.00
Totals	35	\$27,285.00	\$32,100.00	0.00					



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Contract / Revision

314322

Flight Dates 10/15/12-10/21/12

Hiatus Dates

Original Date / Revision 10/09/12/ 10/10/12

Order Sep 00:20:00

Advertiser The People Should Decide Product DIBC2 Detroit Int Bridge Co Estimate # C15B

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Type	Spots	Amount
N 3	WXYZ	10/15/12	10/21/12	M-F 1p-2p The Chew	CM	1-2pm M-F	MTWTF--	:30	5	\$1,200.00	FX	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		5	\$1,200.00			0.00					
N 4	WXYZ	10/15/12	10/19/12	430 AM News 7 Action News This Morni	CM	430a-5a	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		5	\$300.00			0.00					
N 5	WXYZ	10/15/12	10/19/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	MTWTF--	:30	5	\$1,000.00	FX	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	MTWTF--		5	\$1,000.00			0.00					
N 6	WXYZ	10/20/12	10/20/12	Action News SAT 6am Action News SAT 6am	CM	SAT 6-7am	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1	\$500.00			0.00					
N 7	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1	\$900.00			0.00					
N 8	WXYZ	10/20/12	10/20/12	SA 8-10am Action News SA 8-10am Action News	CM	8-10a	-----S-	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1	\$900.00			0.00					
N 9	WXYZ	10/21/12	10/21/12	GMA SUN 7-8am GMA SUN 7-8am	CM	SUN 7-8am	-----S	:30	1	\$900.00	FX	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1	\$900.00			0.00					
N 10	WXYZ	10/20/12	10/20/12	SA 1130p-1230a Sat 12-12:30am	CM	1130pm-1230am (12:00 XM-12:30 XM)	-----S-	:30	1	\$250.00	P-4	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1	\$250.00			0.00					
N 11	WXYZ	10/20/12	10/20/12	SA 1230a-130a SA 1230a-130a	CM	1230am-130am	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-		1	\$175.00			0.00					
N 12	WXYZ	10/21/12	10/21/12	SU 1a-2a SU 1a-2a	CM	1am-2am	-----S	:30	1	\$175.00	P-4	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1	\$175.00			0.00					
N 13	WXYZ	10/21/12	10/21/12	Sports Update 1130-12n SU 1130p-12a	CM	1130pm-12am	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1	\$1,000.00			0.00					
N 14	WXYZ	10/19/12	10/19/12	Friday Prime A Friday Prime A	CM	8-9pm Friday	-----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----F--		1	\$3,000.00			0.00					
N 15	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1	\$1,800.00			0.00					



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Contract / Revision**314322**Flight Dates**10/15/12-10/21/12**Hiatus DatesOriginal Date / Revision 10/09/12/ 10/10/12Order Sep 00:20:00Advertiser **The People Should Decide** Product **DIBC2 Detroit Int Bridge Co** Estimate # **C15B**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N15	WXYZ	10/21/12	10/21/12	Early News Su Su 6-630p	CM	6-630pm Sun	-----S	:30	1	\$1,800.00	FX	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S		1	\$1,800.00			0.00					
														<u>Totals</u>	35 \$32,100.00